

Service to Country
Service to Community
Service to Customer

Military & Veteran Affairs

2016 YEAR IN REVIEW



Setting the Standard

We are making Comcast NBCUniversal the employer and service provider of choice for the military community. In 2016, we built an eight-person Military & Veteran Affairs staff with more than 115 years of experience in uniform across Active Duty, Reserve, and National Guard. Our staff also includes current military families and current Reserve and National Guard members.



SERVICE MATTERS

Through a collaboration with Talent Acquisition and Human Resources, we launched a nation-wide messaging campaign to promote our industry-leading benefits package of 15 days paid time off annually for National Guard and Reserve employees for military training in addition to normal paid time off. The campaign featured three of our own National Guard and Reserve employees— see it at military.comcast.com. As of year-end 2016, we've hired more than 6,000 members of the military community since January 2015.

SUPPORT TO MILITARY SPOUSES

Our military spouse hiring efforts landed us *Military Spouse Magazine's* #1 overall ranking of Military Spouse Friendly Employers for 2017.

STREAMING THE GAMES

Thanks to a partnership with the NBC Sports Group, 2016 was the first time ever that Comcast NBCUniversal streamed the Olympics to the military community at no cost.



EMPOWERING VETERAN ENTREPRENEURS

With Comcast's roots as a Veteran startup, we are proud to partner with our Entrepreneur Engagement and Comcast B4B teams to give back to the Veteran entrepreneur community by:

- Being the first National Sponsor of Bunker Labs, a Veteran small-business incubator
- Serving as a presenting sponsor in the 2016 Greater Philadelphia Veterans Network Shark Tank, which resulted in providing significant startup money to local Veteran entrepreneurs.

A Recognized Leader

- #4 *G.I. Jobs Magazine's* 2017 Military Friendly Employers
- #20 *Military Times* Best For Vets Employers 2016
- Top 10 - DiversityInc Company for Veterans in 2016
- Top 25 - National Veteran-Owned Business Association (NaVOBA) - 2016's Best U.S. Corporations Working With Veteran-Owned Businesses
- Finalist - Secretary of Defense Employer Support of the Guard and Reserve (ESGR) Freedom Award
- Corporate Leadership Award - 2016 - The Travis Manion Foundation

BUILDING ALLIANCES: We established fruitful relationships with industry stalwarts, including:

- U.S. Chamber of Commerce's Hiring Our Heroes
- Veteran Jobs Mission
- DoD's Military Spouse Employment Program
- Veteran Employment Advisory Council
- The American Military Partner Association
- LinkedIn's "Honor Our Future" Initiative
- PsychArmor's School for Military Community Employers

UNCOVERING HIDDEN HEROES

With the help of our friends on Comcast Cable's Accessibility team, the Community Investment team, as well as Tom Hanks and NBC News TODAY, we announced our partnership with The Elizabeth Dole Foundation to help military caregivers.

Giving Back Supporting the Home Team

We collaborated with the Community Investment team to increase outreach to Veterans and the Military Community during **2016 Comcast Cares Day**, with more than 30 projects focused on these audiences.

Philadelphia is our home base, so we prioritized building partnerships at home first. In 2016, that meant:

- Being the host sponsor of The Philly POPS's Salute Series
- Providing vital support for The Travis Manion Foundation's 9/11 Heroes Run
- Sponsoring the commissioning of the U.S. Navy's USS MURTHA, the first such ship commissioning in Philadelphia since March 2014
- Hosting Comcast's annual Veterans Awareness Week broadcast, starring U.S. Marine Corps veteran and Star Wars actor Adam Driver, from the fantail of the *USS New Jersey*
- Linking with the Comcast Business blog to publish stories highlighting veteran entrepreneurs